

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<u>107576</u>		
	Alt Order #:	<u>06861882</u>		
	Product Desc:	<u>D.TARKANIAN FOR CONG</u>		
	Estimate:			
	Flight Dates:	<u>10/09/12 - 10/15/12</u>	Primary AE:	<u>Amy McCreary</u>
	Original Date / Rev:	<u>10/08/12 / 10/08/12</u>	Sales Office:	<u>BLPHI</u>
	Order Type:	<u>GENERAL</u>	Sales Region:	<u>National</u>
<b>Agency</b>	<b>Name:</b>	<u>Sandler-Innocenzi, Inc.</u>		
	Buying Contact:			
	Billing Contact:			
		<u>705 Prince St.</u>	Billing Type:	<u>Cash</u>
		<u>Alexandria, VA 22314</u>	Billing Calendar:	<u>Broadcast</u>
			Billing Cycle:	<u>EOM/EOC</u>
			Agency Commission:	<u>15%</u>
<b>Advertiser</b>	<b>Name:</b>	<u>Tarkanian for Congress</u>		
	Demographic:	<u>A35+</u>		
	Product Codes:	<u>PLC02</u>		
	Priority:	<u>SELECT PRIORITY CODE</u>		
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>		

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount		Totals				
10/01/12	10/15/12	43	\$29,975.00	\$25,478.75		Month	# Spots	Gross Amount	Net Amount	Rating
						October 2012	43	\$29,975.00	\$25,478.75	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	28%	\$29,975.00
Market	100%	\$107,053.57

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$32,116.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$25,692.86
KTUD	0%	\$0.00
KVVU	18%	\$19,269.64
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagners	5-6a		-TWTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TWTF--		1			\$450.00		0.00				

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Advertiser: Tarkanian for Congress  
Product Desc: D.TARKANIAN FOR CONG  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagners		5-6a	- TWTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		1				\$450.00		0.00			
E 2	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$450.00		0.00			
E 3	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagners		6-7a	- TWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		1				\$700.00		0.00			
E 4	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$700.00		0.00			
E 5	KSNV	10/09/12	10/12/12	Today Show	CM	658a-9am	- TWTF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
<b>TODAY SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		1				\$900.00		0.00			
E 6	KSNV	10/15/12	10/15/12	Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
<b>TODAY SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$900.00		0.00			
E 7	KSNV	10/09/12	10/12/12	Rachael Ray	CM	11am-12pm	- TWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
<b>RACHEL RAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		1				\$325.00		0.00			
E 8	KSNV	10/15/12	10/15/12	Rachael Ray	CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
<b>RACHEL RAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$325.00		0.00			
E 9	KSNV	10/09/12	10/12/12	Noon News	CM	12-1230pm	- TWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
<b>NOON NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		1				\$425.00		0.00			
E 10	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
<b>NOON NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$425.00		0.00			
E 11	KSNV	10/09/12	10/12/12	The Agenda 1230pm	CM	1230-1p	- TWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
<b>NOON NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		2				\$325.00		0.00			
E 12	KSNV	10/15/12	10/15/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
<b>NOON NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$325.00		0.00			
E 13	KSNV	10/09/12	10/12/12		CM	3-4p	- TWTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00

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Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil Dr Phil											
				DR. PHIL											
				Start Date Week: 10/08/12	End Date 10/14/12	Weekdays - TWTF--	Spots/Week 1	Rate \$450.00	Rating 0.00						
E 14	KSNV	10/15/12	10/15/12	Dr. Phil Dr Phil		CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1 \$450.00
				DR. PHIL											
				Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$450.00	Rating 0.00						
E 15	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)		- TWTF--	:30	1	\$725.00	1	0.00	NM	1 \$725.00
				NEWS											
				Start Date Week: 10/08/12	End Date 10/14/12	Weekdays - TWTF--	Spots/Week 1	Rate \$725.00	Rating 0.00						
E 16	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)		M-----	:30	1	\$725.00	1	0.00	NM	1 \$725.00
				NEWS											
				Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$725.00	Rating 0.00						
E 17	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)		- TWTF--	:30	2	\$725.00	1	0.00	NM	2 \$1,450.00
				NEWS											
				Start Date Week: 10/08/12	End Date 10/14/12	Weekdays - TWTF--	Spots/Week 2	Rate \$725.00	Rating 0.00						
E 18	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)		M-----	:30	1	\$725.00	1	0.00	NM	1 \$725.00
				NEWS											
				Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$725.00	Rating 0.00						
E 19	KSNV	10/09/12	10/12/12	M-F Early News M-F Early News		CM	5-630p	- TWTF--	:30	2	\$1,200.00	1	0.00	NM	2 \$2,400.00
				NEWS											
				Start Date Week: 10/08/12	End Date 10/14/12	Weekdays - TWTF--	Spots/Week 2	Rate \$1,200.00	Rating 0.00						
E 20	KSNV	10/15/12	10/15/12	M-F Early News M-F Early News		CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1 \$1,200.00
				NEWS											
				Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
E 21	KSNV	10/09/12	10/12/12	FacetoFace/Ralston Rep CM FacetoFace/Ralston Report		730-758pm		- TWF--	:30	4	\$900.00	1	0.00	NM	4 \$3,600.00
				RALSTON											
				Start Date Week: 10/08/12	End Date 10/14/12	Weekdays - TWF--	Spots/Week 4	Rate \$900.00	Rating 0.00						
E 22	KSNV	10/15/12	10/15/12	FacetoFace/Ralston Rep CM FacetoFace/Ralston Report		730-758pm		M-----	:30	1	\$900.00	1	0.00	NM	1 \$900.00
				RALSTON											
				Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$900.00	Rating 0.00						
E 23	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven		CM	11pm-1135pm	- TWTF--	:30	1	\$1,200.00	1	0.00	NM	1 \$1,200.00
				NEWS											
				Start Date Week: 10/08/12	End Date 10/14/12	Weekdays - TWTF--	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
E 24	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven		CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1 \$1,200.00
				NEWS											
				Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
E 25	KSNV	10/09/12	10/12/12			CM	1135p-1237a	- TWTF--	:30	1	\$500.00	1	0.00	NM	1 \$500.00

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Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show															
<b>TONIGHT SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	- TWTF --											
E 26	KSNV	10/15/12	10/15/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONIGHT SHOW Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	M-----											
E 27	KSNV	10/13/12	10/14/12	Sa-Su Early News	CM	5pm-630pm	-----SS	:30	1	\$675.00	1	0.00	NM	1	\$675.00
Sa-Su Early News Sa-Su Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	----SS											
E 28	KSNV	10/13/12	10/13/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
Vegas Inc. Vegas Inc.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	----S-											
E 29	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	----SS											
E 30	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	----S-											
E 31	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Saturday Today Saturday Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	----S-											
E 32	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
News 3 Today Wknd News 3 Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	-----S											
E 33	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	-----S											
E 34	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
Sunday Today Sunday Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	-----S											
E 35	KSNV	10/09/12	10/12/12	M-F Jeop/Wheel	CM	630-730pm	- TW- F- -	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	- TW- F- -											
E 36	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	M-----											
E 37	KSNV	10/14/12	10/14/12		CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00

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Estimate:

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Night in Las Vegas											
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 10/08/12	10/14/12	-----S		1	\$200.00		0.00						
														Totals	43 \$29,975.00